

Exam. Code : 105406

Subject Code : 1532

Bachelor in Business Administration 6th Semester

E-MARKETING

Group-A

Paper-BBA-612

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION-A

Note :- Attempt any **ten** questions. Each question carries
1 mark.

1. Write short notes on the following :

- (a) Segmentation
- (b) E-customers
- (c) Challenges for e-marketing
- (d) M-commerce
- (e) E-Marketing mix
- (f) Scope of direct marketing
- (g) E-mail marketing
- (h) Search engine optimisation
- (i) Mobile marketing
- (j) Credit Card vs Debit Card
- (k) E-payment systems
- (l) News and reputation management.

SECTION-B

Note :- Attempt any **two** questions out of **four**. Each question carries **10** marks.

2. How E-marketing is different from traditional marketing ? Illustrate with suitable examples.
3. What are the tools used for e-marketing ? Explain its advantages.
4. Explain segmentation, targeting and positioning in context of E-marketing.
5. Describe the role of e-marketing in building customer loyalty and customer satisfaction.

SECTION-C

Note :- Attempt any **two** questions out of **four**. Each question carries **10** marks.

6. Discuss the steps involved in search engine optimisation.
7. What do you mean by payment gateways ? Explain the usage of credit and debit cards in making electronic payments.
8. Describe the benefits of mobile and smart phone applications.
9. What are the different techniques used in video marketing for business purpose ?